

# bulletin

## Arizona Arts News

### Citizens and Arts Advocates Speak To State Legislature



Citizens and arts advocates gather on the Capitol grounds

A dramatic sea of red covered the grounds of the State Capitol when the annual Arizona Arts Congress took place on Monday, February 9. More than 600 citizens and arts advocates from across Arizona, all dressed in bright shades of red, attended this year so they could speak directly with their legislators about the importance of state funding of the arts and how it helps their local communities.

**Chris Irish**, president of Arizonans for Cultural Development, welcomed the attendees and spoke about the importance of building on-going relationships with elected officials.



Flake, Brown and Bennett greet students from Show Low

Students from the Show Low School District and their teacher **Lorie Marchant** presented the District 5 delegation, **Speaker Jake Flake**, **Senator Jack Brown**, **Representative Bill Konopnicki** and **President Ken**

**Bennett**, with an art book of student work, *I See Fire*, created in collaboration with artists Stephen Farley and Rita Magdaleno following the Rodeo-



Senator Ken Bennett serenades the crowd

**Chedeski Fire**.

House Speaker Jake Flake introduced the approximately 40 members of the House in attendance and Senate President Ken Bennett introduced some 20 members of the Senate. With a pleasant tenor voice, Senator Bennett serenaded the group with his guitar and the song "Right Field." Not to be outdone, **Speaker Flake** recited the

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### STATE OF THE ARTS

Some budget uncertainty remains. Arts advocates' work will be to ensure that the legislative recommendation of "current funding" includes the annual \$2 million deposit for Arizona ArtShare, the arts endowment, which is included in the recommendation by the Governor's office and not the legislature's. Interest revenue from the endowment is part of the funding distributed to arts organizations by the Arizona Commission on the Arts.

### Creating and Revealing Public Value

All of us working in the nonprofit arts sector have strong beliefs about the importance of the arts to communities, education, creative expression and individual lives.

Our work in "revealing the public value of the arts" focuses on being able to clearly understand and articulate these beliefs in ways that respect and respond to the broader community, and the many perspectives and opinions of citizens, audiences, donors, businesses, elected officials and others.

In order to strengthen the role the arts have in Arizonans' lives, our challenge is in how we can be more specific, responsive and accountable in our work.

We designed the recent Southwest Arts Conference to stimulate conversations about these issues. Other "job-alike" groups including Arizona's large local arts councils, and public art administrators, are examining the idea of "public value" as it relates to their specific missions.

And the Commission is exploring these concepts through our work in the national START Initiative of The Wallace Foundation, taking what we learn from Harvard professor **Mark Moore** (author of *Creating Public Value*), our colleagues in 12 other state arts councils and RAND to enrich and

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## Bush Budget Gives More to Cultural Agencies But Cuts Arts Education

**President Bush's** budget released the first week in February proposed increased funding for the three federal cultural agencies adding \$18 million to the National Endowment for the Arts (NEA); \$27 million to the National Endowment for the Humanities (NEH); and \$10 million to the Office of Museum Services (OMS). NEA funds will be used for a new touring program.

The proposed 2005 amount for the NEA is \$139.4 million, a 15 percent increase over the current year's budget of \$121 million. This will be the largest budget increase for the agency in 20 years (the largest budget for the NEA was in 1992 when \$176 million was appropriated). All of these increases were welcome

news in the Bush administration's budget. Arizona accesses NEA funds in three ways: through the Partnership Agreement, and Challenge America funds, awarded to the Arizona Commission on the Arts and competitive grants to arts and community organizations in the state.

**Laura Bush**, the president's wife, is a highly visible proponent of the budget increase. Her strong support exists in sharp contrast to the voices of the opponents to the increase that include some conservative organizations and their supporters in Congress.

What was not unforeseen by arts advocates was the president's proposal to

eliminate all funding for the Department of Education's arts education program. The Bush administration's budget proposals for the last four years have eliminated support for the arts education program in the Department of Education; however, through the leadership of Sen. **Thad Cochran** (R-MS), Congress has restored the funding and provided modest increases annually. The 2004 arts education appropriation is \$35 million. The support for arts education from the Department of Education goes for arts education programs at the Kennedy Center for the Performing Arts, VSAarts, and competitive grants for professional training for arts educators and for the development of innovative programs in arts education.

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### ACA takes New Applications to Arizona Arts Roster in Fall 2004

The arts commission will open the *Arizona Arts Roster* to new artist and company applications in September 2004 in the selected categories of Dance; Folk Arts Performing; Interdisciplinary; Literature; and Folklorists.

All applicants will be required to interview with a panel and, for performing artists, conduct a live audition with a panel. These panels will be scheduled in October. (Artists currently on the *Roster* in all categories will automatically be continued.)

The following year, in the Fall of 2005, the Commission will accept applications in the selected categories of Music; Theatre; Visual Arts; and Folk Arts Visual. Please visit our website for information and applications in May 2004: [www.ArizonaArts.org](http://www.ArizonaArts.org)

### Applications for *Peer Consultants Roster* Now Accepted Year-Round

We are now accepting applications from people wishing to be considered for our *Peer Consultants Roster*.

Applications are accepted anytime and will be reviewed quarterly. The first review will take place on June 15, 2004 for applications submitted by the postmark deadline of May 15, 2004.

For application materials, visit: [www.ArizonaArts.org/peer\\_consultants\\_roster](http://www.ArizonaArts.org/peer_consultants_roster) or speak with Kevin Vaughan-Brubaker at 602-229-8222.

### Opportunities for Artists

The Commission receives many notices of opportunities for artists, open job positions and grant deadlines for organizations. We are now posting them on our website. Go to *Programs*, then *Artists* and follow the links to the different listings. [www.ArizonaArts.org](http://www.ArizonaArts.org)

### Commission's Annual Report to the Governor

Each year the Arts Commission compiles a report that details all our grantmaking and grant awards. You can read about the history of the Commission, an overview of our artistic collaborations with Mexico and the grants received by each county and city. Take a moment to look at this online document at: [www.ArizonaArts.org](http://www.ArizonaArts.org)

### New Date for Governor's Arts Awards Gala

This year's event takes place on Tuesday, May 11, 2004 at the Marriott's Camelback Inn in Scottsdale. The annual celebration is a fundraiser for Arizonans for Cultural Development. Sponsors include the Arizona Lottery, Marriott Camelback Inn, American Express and Wells Fargo, plus additional support from Cox Communications. Tickets for the event are \$200 each or \$2,000 for tables of 10. For reservations, call 602/253-6535.

## Director's Note

### New Deposit to Arts Endowment In Question

The annual budget hearing for the Arizona Commission on the Arts was held February 6, 2004 at the State Capitol. We were the fourth agency to present after Secretary of State, Department of Commerce and Corporation Commission. **Richard Stavneak**, the director of the Joint Legislative Budget Committee, spoke about why there was not a \$2 million deposit for the arts endowment noted in the 04 budget document. He explained that the Committee believes that the Governor did not have the authority to appropriate the dollars to that fund by using a veto. It is assumed that the Governor may ask the General Accounting Office, in an administrative move, to make the deposit for 04. This leaves the 05 budget without an appropriation to the endowment in the legislative budget.

Next **Dennis Kavanaugh**, chair of the Arts Commission, spoke. He gave an excellent presentation about the value of the arts in building attractive communi-



*The Corpstein Duplex on Roosevelt: home of the Arizona Commission on the Arts*

ties to attract knowledge workers and cultural tourists and the jobs generated by the arts. The Governor has proposed \$1 million to keep military bases in Arizona. **Senator Jack W. Harper** asked about the comparative value of providing \$1 million to protect the military bases instead of a deposit to the arts endowment. **Senator Jim Waring** also asked the Department of Commerce about budget priorities and suggested it might be better to use more funding for military bases rather than the arts. Kavanaugh's response acknowledged that while the preservation of the military bases is important, particularly in a community like Mesa, the deposit into the arts endowment was not a new allocation but rather to maintain the current level of funding.

When my turn came, I spoke about the

Arts Commission's emphasis on education and outreach. I also addressed specific points about the rationale behind the arts endowment, including that the tax comes from the commercial amusement tax and that it is funding that goes back to the non-profit arts community from people who believe in the arts. I also spoke about the commitment from the private sector to raise funds for endowments of arts organizations. In order for the public/private partnership to work both sides must keep their commitments. No questions were asked of me by the legislators.

What are we asking? We hope to maintain the annual operating budget of the Arizona Commission on the Arts of \$1.8 million. This budget has been decreased by 25 percent (from \$2.3 million) over the past two years. We are heartened that currently both the Governor's Budget and the Joint Legislative Budget Committee have recommended this level.

*(Read Dennis Kavanaugh's and Shelley Cohn's presentations on the website.)*

## Funding the Arts for the Future

What is the arts endowment? Known as Arizona ArtShare, the arts endowment, was created in 1996 under Governor **Fife Symington** and with support from three-quarters of the House and two-thirds of the Senate. This bi-partisan effort demonstrated tremendous vision and leadership by state government and asserted that the arts are important, create public value and warrant a long-term investment. The state's commitment was also an indicator to the private sector and non-profit organizations that long-term investments in endowments would help to build a strong arts community that would serve the citizens over the long term.

The Governor's Budget recommendation and the Legislative recommendation differ in the area of the annual deposit to the arts endowment, as originally set out in the legislation. The

Governor recommended the \$2 million deposit in 04 and again in 05 to the arts endowment as part of a maintenance budget to take the fund to \$11 million. The Legislative recommendation currently is for not making the annual deposit in either 04 or 05, keeping the fund at \$7 million. The endowment principal is meant to stay in perpetuity with only the interest income being used. The private sector has contributed over \$23 million to arts organization endowments and a restricted endowment at the Arizona Community Foundation for the Arizona Commission on the Arts. Arizona is recognized nationally for this unique public/private partnership.



## Arizona Commission on the Arts News

**CITIZENS** *continued from page 1*

humorous cowboy poem, "Alkali Ike's Zippers." Both leaders pledged, at minimum, to maintain current funding for the Arizona Commission on the Arts.

Arizona Commission on the Arts chair **Dennis Kavanaugh** closed the event, thanking the legislators present for attending, and encouraging attendees to continue to communicate with their elected officials throughout the session.

Several attendees visited the galleries of the legislature and were introduced by the elected officials. Mention was made in the Senate of the National Endowment for the Arts' project "Shakespeare in American Communities," which has brought the Guthrie Theatre from

Minneapolis to perform *Othello* in Phoenix and Tucson, in partnership with the Arizona Theatre Company. The musical group **New Potatoes** and guitarist **Brad Richter** performed during the lunch as well.

Presenting sponsors were Arizonans for Cultural Development, Arizona Commission on the Arts and the Arizona Alliance for Arts Education. Some 90 additional arts organizations were sponsors of the event.

For information regarding the status of the budget process and advocacy, contact: **Arizonans for Cultural Development at 602-253-6535, or email [acdliste@qwest.net](mailto:acdliste@qwest.net) or visit [www.AZCD.org](http://www.AZCD.org)**

**CREATING** *continued from page 1*

illuminate our work here in Arizona. We are already seeing ways that our work will change and improve in order to deliver the highest public value possible.

In part, "creating and revealing public value" means recognizing that we are part of a democratic process about how public resources are invested; a democratic process that is carried out through our political bodies and through grassroots action. This month's *Bulletin* focuses primarily on the current State and Federal political

processes, and how our elected officials are making difficult decisions about funding the state and national arts agencies. We encourage you to be in touch with the Commission and Arizonans for Cultural Development to learn how you, your boards and your participants can actively and appropriately be part of this decision-making process.

Each one of you is part of the public value created through the arts; we look forward to continuing this dialogue with you.

### Arizona Commission on the Arts *the state arts agency*

Through public support of the arts, the Commission works on behalf of the people of Arizona linking the arts and communities. The Arizona Commission on the Arts provides services and funding to help make the connection between artists and communities vital and of lasting value.

#### Editor

Paul Morris  
Arizona Commission on the Arts  
417 W. Roosevelt St.  
Phoenix, AZ 85003-1326  
p 602/229-8226  
f 602/256-0282  
e [pmorris@ArizonaArts.org](mailto:pmorris@ArizonaArts.org)  
[www.ArizonaArts.org](http://www.ArizonaArts.org)

#### Design

Stacey Wong

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